

Office of Consumer Protection Headline Measure Review

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July 31, 2009

CountyStat Principles

- **Require Data-Driven Performance**
- **Promote Strategic Governance**
- **Increase Government Transparency**
- **Foster a Culture of Accountability**



Agenda

- **Welcome and Introductions**
- **Performance Update**
- **Wrap-up and Follow-up Items**



Meeting Goal

- **Determine the impact of OCP work on headline measures and establish new performance expectations and goals**
- **Evaluate the impact of the recession on OCP's casework**



Headline Measures

1. **Percent of consumers using OCP services who found out about the office through each communication method**
2. **Average time in workdays to investigate and close a written complaint**
3. **Percent of cases within OCP's jurisdiction that are resolved by OCP**
4. **Average restitution received as a percent of restitution asked for by the consumer and validated by the assigned OCP case investigator**
5. **Average OCP customer satisfaction rating**
 - Manner in which the customer's case was handled
 - Outcome of the customer's case
6. **Percent of media news releases receiving media coverage**
7. **Number of times media outlets, including print news, television and radio, seek out OCP's expertise**
8. **Percent of Commission on Common Ownership Communities (CCOC) cases resolved through mediation**

For all measures, the data reported is for 6 months of FY09 (January-June).



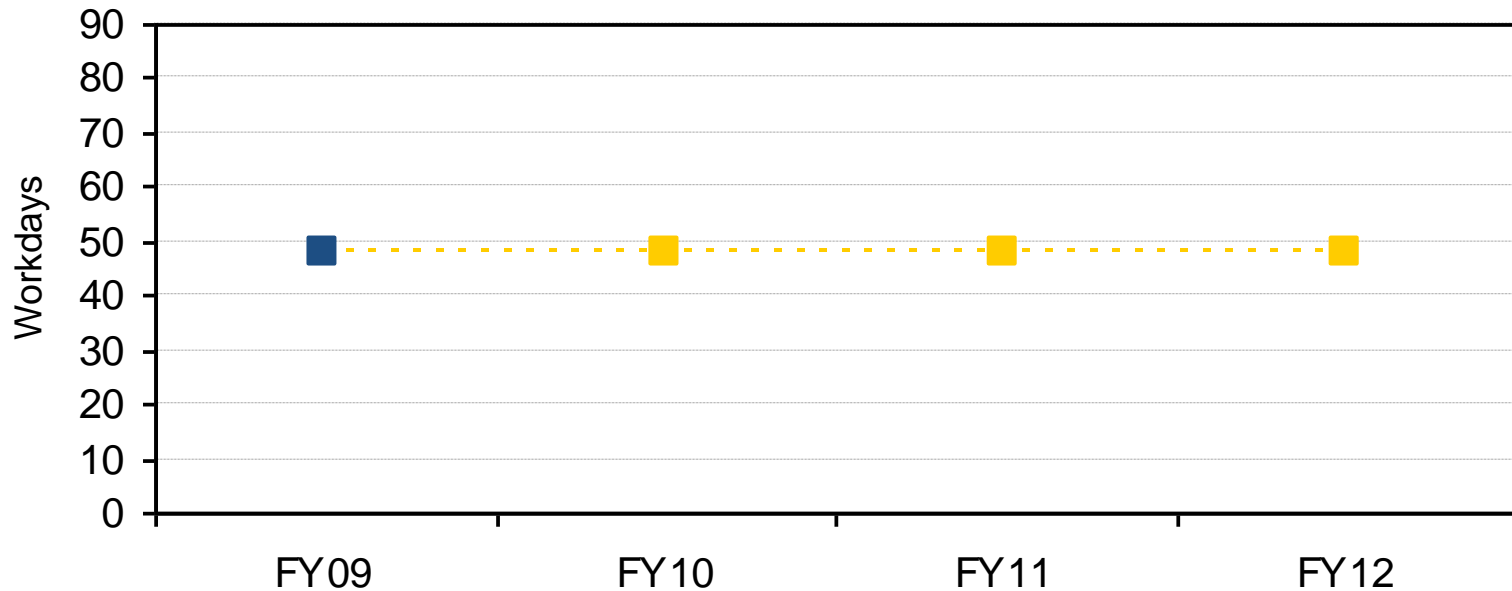
Headline Measure #1: Percent of consumers using OCP services who found out about the office through each communication method

Communication Type	No. of Consumers	% of Total	% who responded to question
Another Agency	42	5%	25%
County Website	43	6%	25%
Family/Friend	43	6%	25%
Newspaper	2	0%	1%
Radio	1	0%	1%
Television	0	0%	0%
Other	39	5%	23%
<i>No answer</i>	<i>600</i>	<i>78%</i>	
Total	770	100%	100%

Of the 170 people who answered this question, 75% found out about OCP services through either another agency, the County website, or a family or friend.



Headline Measure #2: Average time in workdays to investigate and close a written complaint



	FY09	FY10	FY11	FY12
Workdays	48	48	48	48

Consumer Protection's goal is to close cases in under 90 days.



Actual performance

Projected performance

Headline Measure #2: Average time in workdays to investigate and close a written complaint

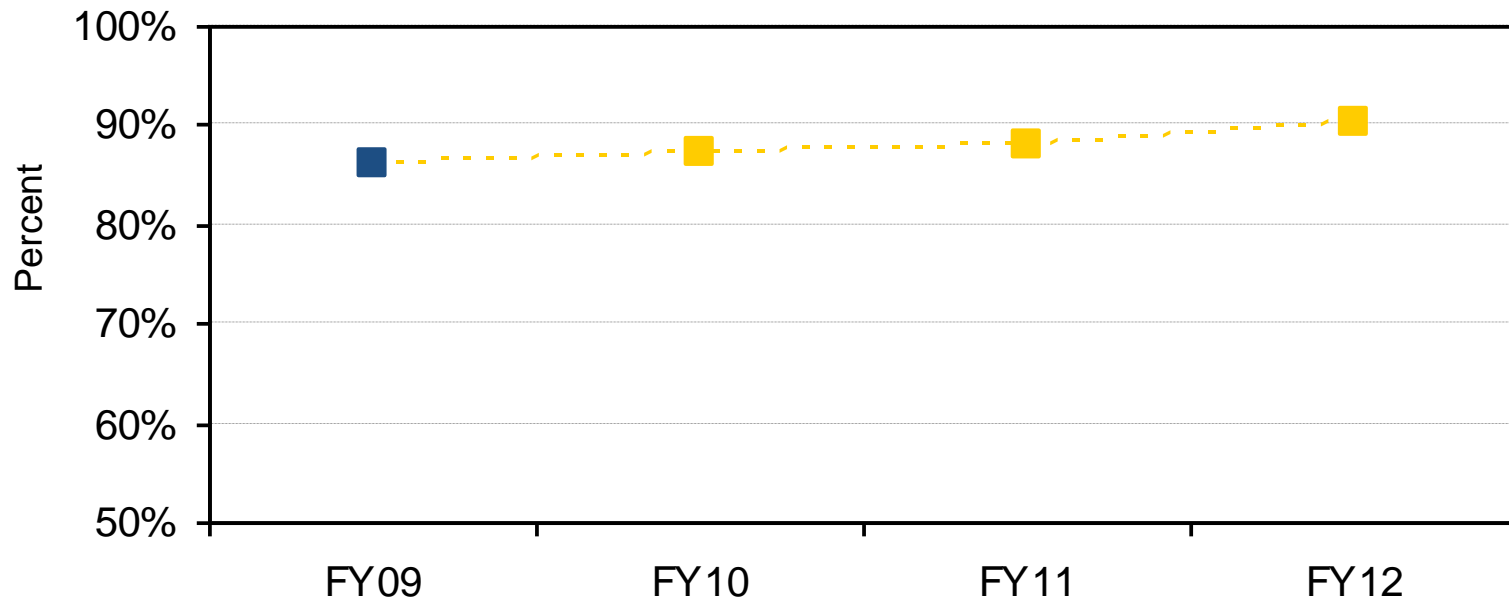
Dollar Amount	Average No. of Workdays	No. of Cases	% of Cases
<\$100	40	87	12%
\$101-1000	53	265	35%
\$1001-5000	55	94	12%
>\$5000	68	37	5%
\$NA	41	270	36%
Total	48	753	100%

Cases that took the longest to close, on average, were cases concerning greater than \$5,000.



Headline Measure #2: Average time in workdays to investigate and close a written complaint

2A. Percent of cases closed within 90 days



	FY09	FY10	FY11	FY12
Percent	86%	87%	88%	90%

Actual
Performance

Projected
performance



Headline Measure #2: Average time in workdays to investigate and close a written complaint

2A. Percent of cases closed within 90 days

Dollar Amount	Greater than 90 days	Less than or equal to 90 days	Total
<\$100	8% (9)	12% (78)	12% (87)
\$101-1000	39% (42)	35% (223)	35% (265)
\$1001-5000	11% (12)	13% (82)	12% (94)
>\$5000	9% (10)	4% (27)	5% (37)
\$NA	32% (35)	36% (235)	36% (270)
Total	14% (108)	86% (645)	100% (753)

Thirty-nine percent of cases that took greater than 90 days to close were in the \$101-\$1000 category.



Note: (##) = the number of cases in that category

Headline Measure #2: Average time in workdays to investigate and close a written complaint

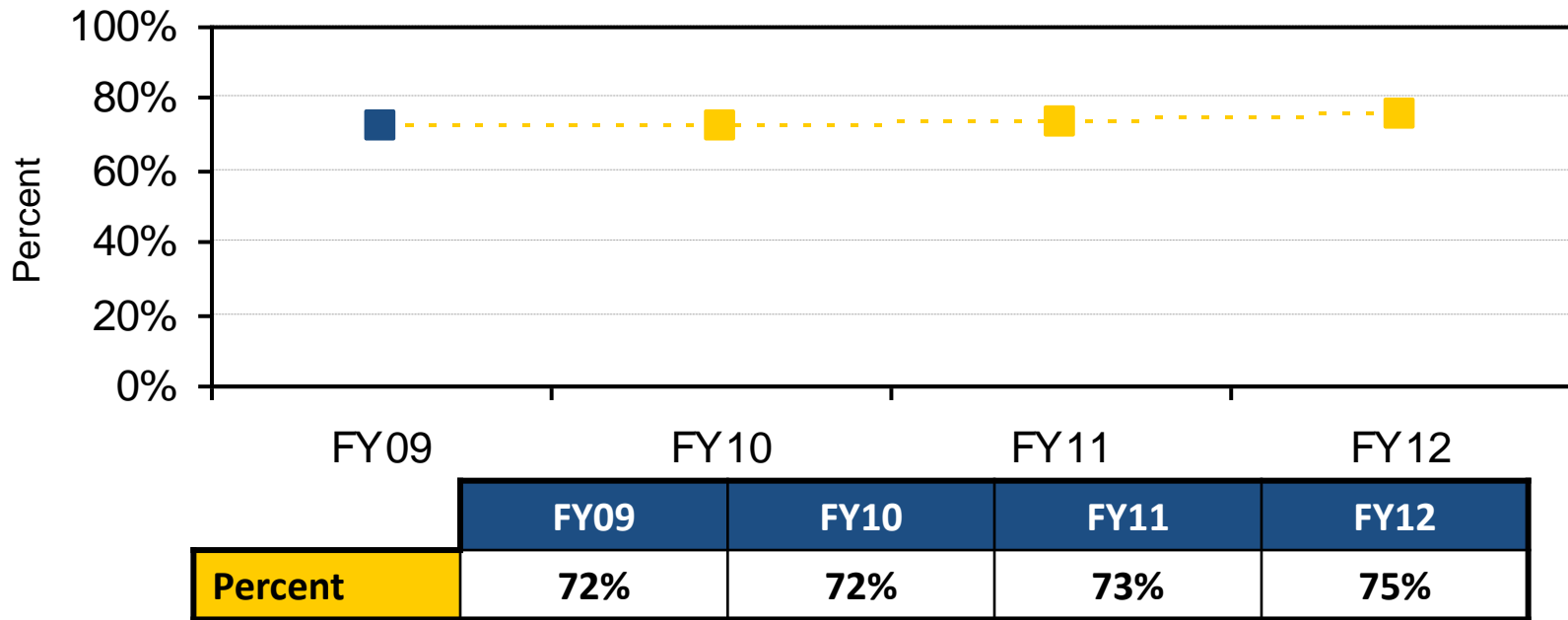
2A. Percent of cases closed within 90 days

Case Dispositions of Cases Exceeding 90 days	Total
UNRESOLVED: Unable to settle	40
RESOLVED: FULL Refund	19
RESOLVED: PARTIAL REFUND	14
RESOLVED: Consumer withdrew complaint	10
RESOLVED: Acceptable explanation	7
RESOLVED: Services performed or corrected	7
RESOLVED: Legal Action Filed	4
REFERRED: MD State Government agency	2
UNRESOLVED: Unable to locate merchant	2
REFERRED: Federal agency	1
REFERRED: Montgomery County agency	1
RESOLVED: Citation Issued	1
Total	108

Forty of the 108 cases that took longer than 90 days to close were unable to be settled.



Headline Measure #3: Average restitution received as a percent of restitution asked for by the consumer and validated by the assigned OCP case investigator



This measure represents the 279 cases that involved a dollar amount and were resolved by the Office of Consumer Protection over the last 6 months.

Actual performance

Projected performance

Note: Validation is done by deducting extraneous amounts not part of the transaction from consumer's stated amount in controversy.



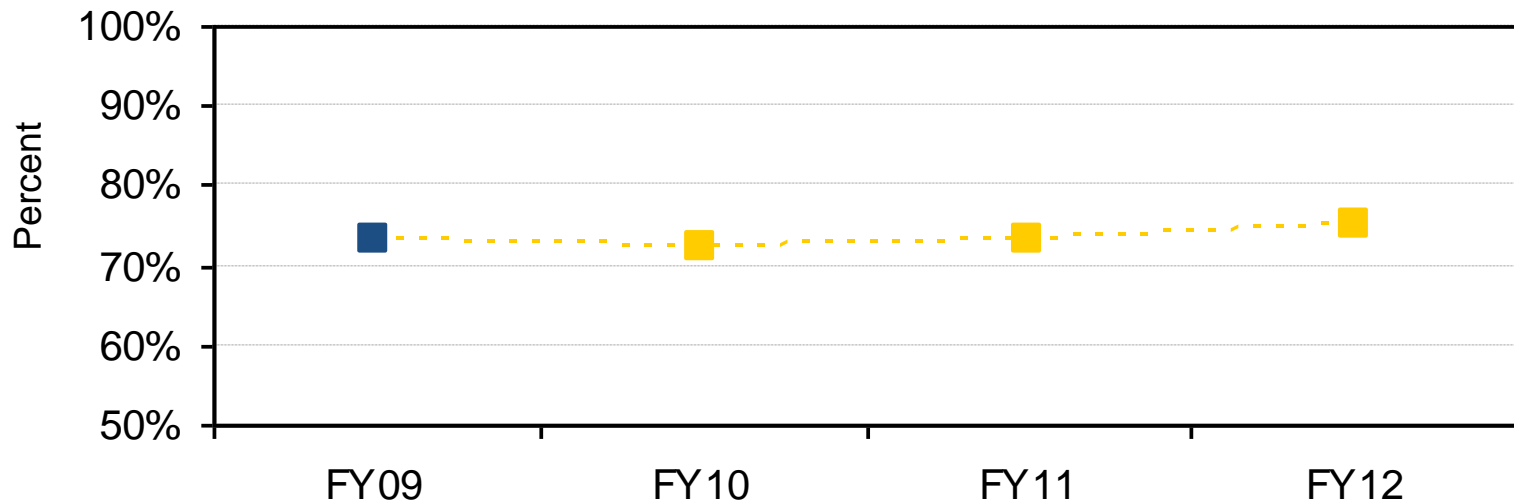
Headline Measure #3: Average restitution received as a percent of restitution asked for by the consumer and validated by the assigned OCP case investigator

Dollar Amount	Average % Restitution Received	No. of Cases that Resulted in a Full Refund	No. of Cases
<\$100	77%	34	60
\$101-1000	75%	68	160
\$1001-5000	61%	15	42
>\$5000	50%	3	17

Consumer Protection is able to recover the greatest percentage of what the consumer asked for in the <\$100 category.



Headline Measure #4: Percent of OCP-initiated consumer protection cases closed that are resolved by OCP



	FY09	FY10	FY11	FY12
Percent	73%	72%	73%	75%

This measures the percent of cases initiated by the Consumer Protection office and resolved, and excludes cases referred to other agencies.



Actual
Performance

Projected
performance

Headline Measure #4: Percent of OCP-initiated consumer protection cases closed that are resolved by OCP

Case Disposition	No. of Cases
Referred	172
Resolved	425
Unresolved	156
Other*	13
Total Cases	770

Resolved Cases: Disposition	No. of Cases	%
FULL refund	127	29.9%
Acceptable explanation given by merchant	63	14.8%
Consumer withdrew complaint	61	14.4%
Services performed or corrected	54	12.7%
Consumer obtained other requested relief	49	11.5%
PARTIAL refund	44	10.4%
Legal Action Filed	9	2.1%
Settlement Agreement	6	1.4%
Merchant agreed to change practice	4	0.9%
Warranty/guarantee honored	3	0.7%
Goods delivered or replaced	3	0.7%
Citation Issued	2	0.5%
Total Resolved Cases	425	100%



*Note: Other = complaints filed for informational purposes; for admin use only

Headline Measure #4: Percent of OCP-initiated consumer protection cases closed that are resolved by OCP

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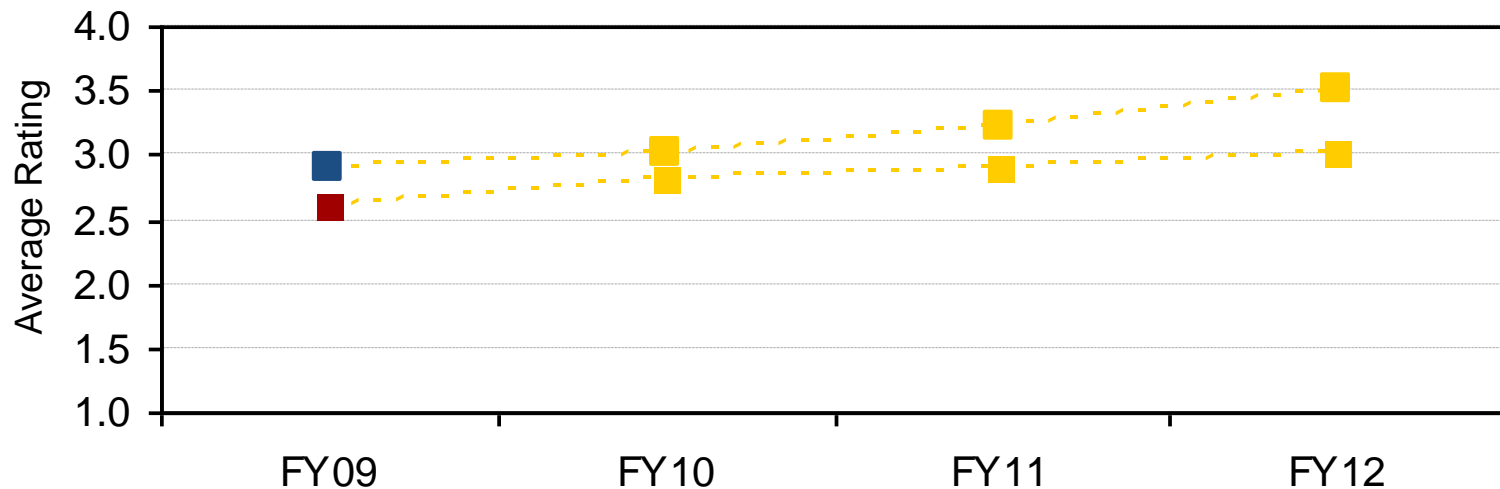
Unresolved Cases: Disposition	No. of Cases	%
UNRESOLVED: Unable to locate merchant	8	5.1%
UNRESOLVED: Unable to settle	148	94.9%
Total Resolved Cases	156	100%

Most of the cases closed out as “unresolved,” were unable to be settled.



*Note: Other = complaints filed for informational purposes; for admin use only

Headline Measure #5: Average OCP customer satisfaction rating (1-4 scale)



	FY09	FY10	FY11	FY12
Manner in which the case was handled (1-4)	2.9	3.0	3.2	3.5
Outcome of the case (1-4)	2.6	2.8	2.9	3.0



■ Manner

■ Outcome

■ Projected performance

Headline Measure #5: Average OCP customer satisfaction rating (1-4 scale)

Survey Methodology

- **Consumer Protection calls every 20th customer to survey them on their experience with the office's handling of their case**
 - If that person cannot be reached, they call the 21st customer
- **OCP was able to contact and survey 33 customers**
 - Calling every 20th customer out of the universe of 753 cases results in a maximum sample size of 37 people
 - Response rate: 89%



Headline Measure #5: Average OCP customer satisfaction rating (1-4 scale)

2009 Survey - Quantitative Results

Question	Rating	Responses
Overall, I was satisfied with the <u>manner</u> in which the investigator handles my complaint.	2.9	33
Overall, I was satisfied with the <u>outcome</u> of my complaint.	2.6	33
Considering the nature of my complaint, the amount of time taken to handle it was reasonable.	3.3	32
I am likely to use this service again.	3.2	33

Based on your experience, please rate our customer service:	Rating	Responses
Receptionists were courteous.	3.6	32
Investigators were courteous.	3.6	32
Receptionists were able to adequately answer my questions.	3.3	31
Investigators were able to adequately answer my questions.	3.4	31
I was kept informed about the status of my complaint.	3.2	31



Response rate is approximately 89%

Headline Measure #5: Average OCP customer satisfaction rating (1-4 scale)

Qualitative Results

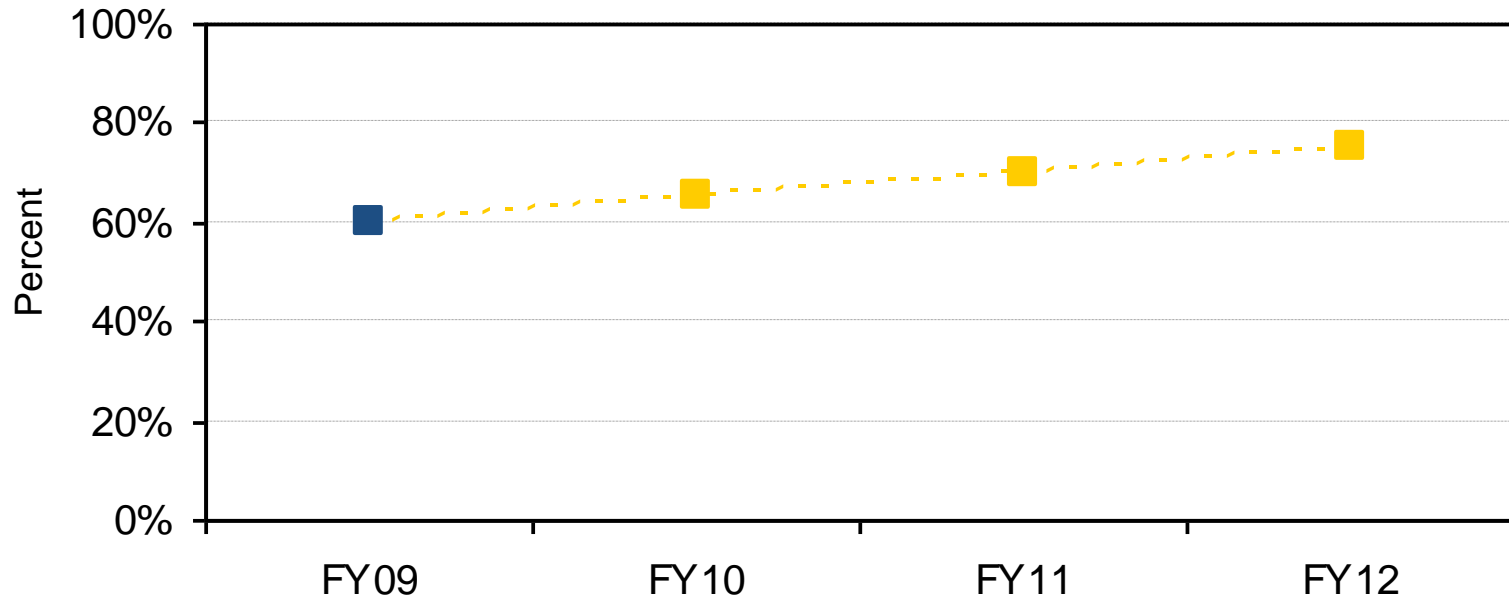
Reason	No. of respondents
Referred to another agency	5
Investigator was unable to resolve	6
There was no follow-up	3

- If dissatisfied, respondents were asked to state the reason
 - 14 respondents included such a response

Consumer Protection found that some respondents were dissatisfied because of their experience after being referred to another agency.



Headline Measure #6: Percent of media news releases receiving media coverage



	FY09	FY10	FY11	FY12
Percent	60%	65%	70%	75%



Actual performance

Projected performance

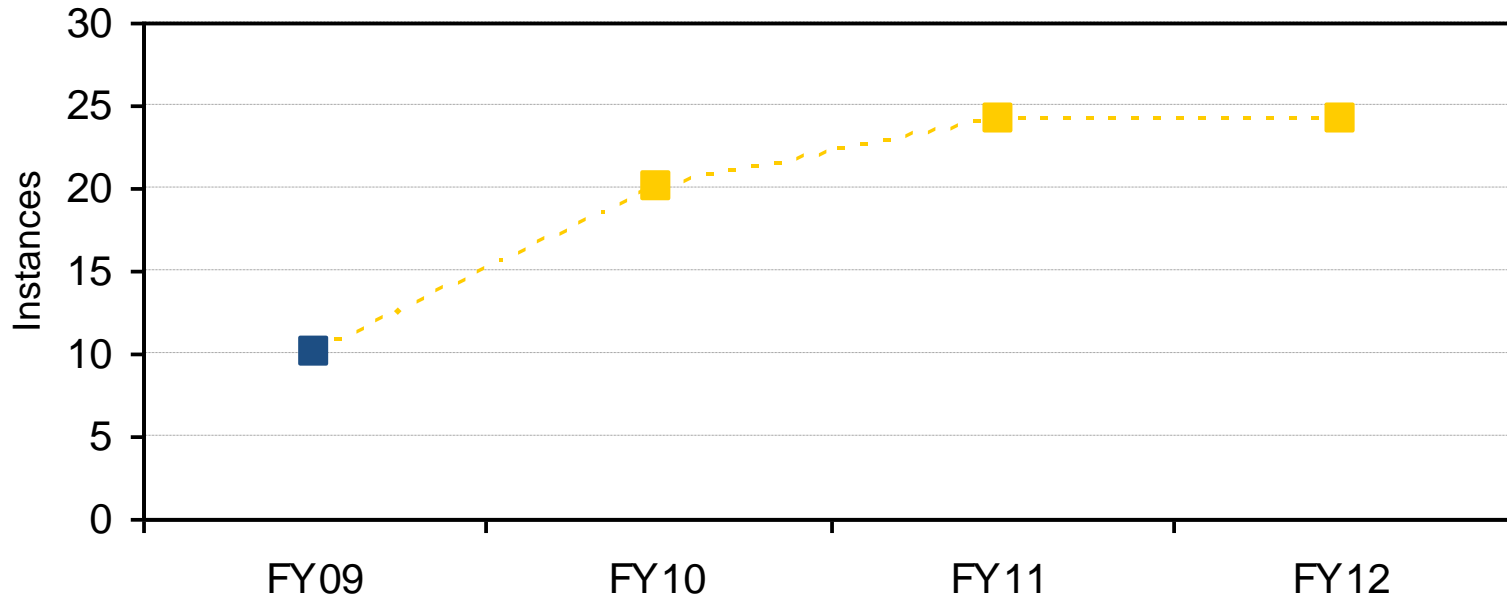
Headline Measure #6: Percent of media news releases receiving media coverage

Press Release	Media coverage	Number of media outlets picking up press release
Consumer Protection Office Launches Webpage Providing Domestic Workers Model Contract (01/12/2009)	Yes	3
Consumer Protection Issues Warning About Door-to-Door Sales of Water Treatment Systems (02/18/2009)	Yes	7
Montgomery County OCP Joins Broad Coalition to Highlight Annual National Consumer Protection Week (02/24/2009)	No	0
Abatement Order issued for Appliance Repair Company (03/03/2009)	Yes	1
New County Cable Show Features Office of Consumer Protection; "Consumer Compass" Showcases Consumer Related Issues (06/18/2009)	No	0

Of the 3 press releases receiving media coverage, 2 received coverage from multiple outlets.



Headline Measure #7: Number of times media outlets, including print news, television and radio, seek out OCP's expertise



	FY09	FY10	FY11	FY12
No. of times	10	20	24	24



Actual performance

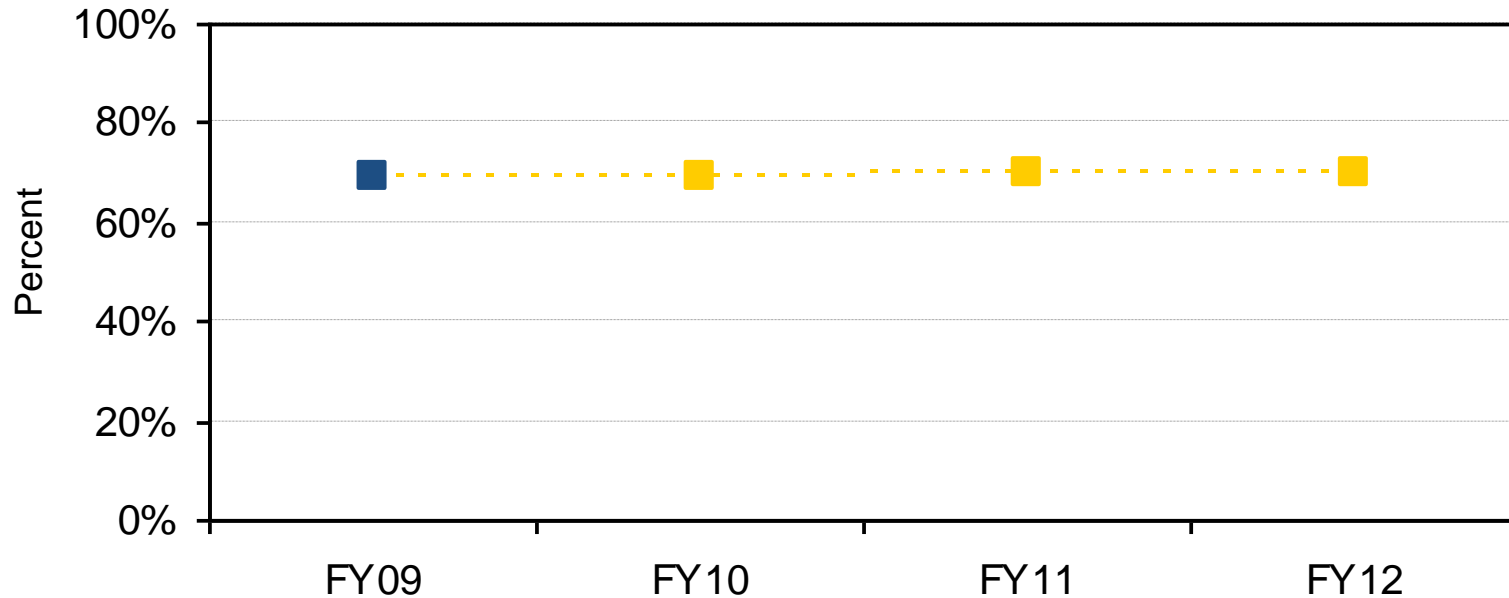
Projected performance

Headline Measure #7: Number of times media outlets, including print news, television and radio, seek out OCP's expertise

Type of Media Outlet	Media Outlet	Topic
Television	NBC 4	Companies going out of business
Television	Fox 5	Job scams
Television	Fox 5	Work-at-home schemes
Print	Washington Post	OCP is an effective office
Print	Examiner	Proposed legislation to strengthen county law covering selling stolen goods on eBay
Radio (Spanish)	CNN/ESPN	Fake check scam
Radio (Spanish)	Hispanic News KAMA-AM	Fake check scam
Radio (Spanish)	CNN/Radio Noticia	Fake check scam
Radio (Spanish)	KDFT-AM Dallas	Fake check scam
Radio (Spanish)	KCZZ Kansas City	Fake check scam



Headline Measure #8: Percent of Commission on Common Ownership Communities (CCOC) cases resolved prior to a hearing



	FY09	FY10	FY11	FY12
Percent	69%	69%	70%	70%



Actual Performance

Projected performance

Headline Measure #8: Percent of Commission on Common Ownership Communities (CCOC) cases resolved prior to a hearing

Case Disposition	%	No. of Cases
RESOLVED: Pre-Mediation	47%	17
RESOLVED: Mediation	19%	7
RESOLVED: Pre-Hearing	3%	1
RESOLVED: Hearing	28%	10
Case Withdrawn	3%	1
Total	100%	36

Almost half (47%) of cases are resolved before mediation. Nineteen (19%) percent are resolved at mediation.



Note: This set of cases does not include cases where CCOC did not have jurisdiction.

Economic Impact

- **Impact of recession on residents**
 - Increase in Merchant Bankruptcies & “Going Out of Business”
 - Consumers more likely to shop for lowest price or inferior goods/services
 - Demand for more pre-purchase information
 - Merchants more likely to engage in questionable marketing
 - Foreclosure and credit card issues
- **Changes in Office of Consumer Protection case work**
 - Consumer Protection issues receiving higher profile
 - State & Federal Agencies limiting resources
 - Auto & appliance repairs increasing; new sales down
 - More difficult to resolve complaints
 - Unlicensed home improvement contractors increase

As OCP continues to collect performance data, it will be able to analyze changes in the type, scope, and resolution of its casework over time.



Proactive Strategies to Address Impact

- **Combating impact of recession on residents**
 - Public forums to disseminate information
 - Enhanced web-based pre-purchase information
 - E-mail alerts regarding questionable marketing practices
 - Outreach through Regional Service Centers/Community Agencies
- **OCP responding to a changing environment**
 - Initiate Around-the-Beltway inter-agency network
 - Increase field inspection “sweeps” for unlicensed repair shops
 - Analyze cases for patterns and trends
 - Partner with mediation services



Tracking Our Progress

- **Meeting Goals:**

- Determine the impact of OCP work on headline measures and establish new performance expectations and goals
- Evaluate the impact of the recession on OCP's casework

- **How will we measure success**

- Updated performance plan is finalized and published to the web
- Continue to monitor OCP case data to determine any future impacts related to the recession



Wrap-Up

- **Follow-Up Items**
- **Performance Plan Updating**

